

# GO GREEN EXPO!

*Hosted by Woodlin Elementary School*



## Project Goal

To organize children and volunteers to educate the community on what it means to be green and how to reduce our carbon and ecological footprints in homes, workplaces, neighborhoods, county and planet.

## Timeline for Planning

- **2 months out**– Complete proposal and get approval from PTA leaders, principal, event sponsor. Seek advice from Montgomery County Volunteer Center if need help.
- **4-6 weeks out**- Contact possible exhibitors who are energy conservation experts in the private, nonprofit, and public sectors. Contact core volunteers. Visit space
- **1 month out**- Begin volunteer recruitment online. Solicit donated refreshments.
- **3 weeks out**- Publicize event. Secure agreement for any rented items or for space.
- **2 weeks out**– Send reminders to exhibitors, contact media, prepare signs, lock in donations of supplies or food
- **1 week**- Send volunteers reminders of responsibilities. Lay out space.
- **Day before event**- Do as much setup as possible.
- **Day of event**- Arrive early. Assist exhibitors as needed. Enjoy your hard work!

## How many Volunteers?

Initial organizing group of 4 school volunteers. Total of about 40 volunteers for duration of planning and at the event. Also about 20 exhibitors from the private, non-profit and government sectors. Volunteers communicated via email. Volunteer tasks included: coordinating overall activity, setting up, checking sound system, hanging table and exterior signs, flyer design and printing, assisting with children's activities and arts and crafts tables, serving refreshments, overseeing recycling, assisting, packing up and closing down at the end.

## Expenses

Custodian for four hours on a Saturday, \$15 for opening the school, rental of All Purpose Room (APR), indoor and outdoor publicity signs, printing of flyers to go in student backpacks, light refreshments. Approximate total cost: \$250.

## Publicity

School web site, flyers, PTA newsletter and listserv, civic association listserv, elected officials websites, exhibitors' websites, school town meeting announcements, word-of-mouth.

## Challenges

Costs of indoor activity can be high. A way to overcome that is to hold a fair like this outdoors, though that is risky with weather uncertainty.

## Results

All attendees gained a greater sense of the importance of caring for our planet through service and self. Kids got excited about green living and making a positive environmental impact. Families had fun at a free event that was very educational and not overly expensive to plan.

## Key Steps

Meet with Principal, PTA leaders, Green event sponsors. Attracting exhibitors to the first-ever event by contacting government, nonprofit and private groups in the field of energy conservation.

### Special points of interest:

Costs of indoor activities can be high. A way to overcome that is to hold a fair outdoors.

Invite local press and elected officials. Post repeated announcements on school and other local listservs .

Involve local community beyond school.

Make the activities fun for the kids.

> Take many photos. Make checklists. Keep electronic records and notes for the following years.

